**Real Estate Brochure Project Rubric**

|  |  |  |
| --- | --- | --- |
| **Required Elements** | **Points Possible** | **Your Points** |
| Page Layout   * Landscape * .5” Margins – All Sides | **2** |  |
| Columns   * Style – **No Spacing** * Line Spacing – 1.15 * 2 Column Document * Justified Text * .2 inch column spacing * Set up the Front, Back, and Inside | **12** |  |
| The Home Description   * At least 2 Paragraphs (5-8 sentences) * Describe the Home, and sell it to potential clients * Needs to be in your own words, and descriptive in nature | **10** |  |
| Include the Picture of the Home – Back Page – Change Style | **2** |  |
| Drawing of Home – Items that need to be present   * Placed on Front Page   + **Front Door**   + **The Garage Door**   + **The Roof**   + **The Windows**   + **The Front Yard**   + **The Driveway**   + **The Front Steps**   + **Bushes**   + **Sidewalk**   + **The Siding**   + **Place a similar scene behind the home** * **Use at Least 3 Patterns or Textures** * **Use Colors that Match the Actual Home** * **Use at least Two Different Clip Art/Images** | **15** |  |
| Includes the Following Items in the Brochure   * + **# of Bedrooms**   + **# of Bathrooms**   + **Sq. Ft**   + **Price**   + **Taxes**   + **Year Built**   + **School District**   + **County**   + **Last Assessed Value – Land and Building**   + **Land Size**   + **Address**   + **Garage**   + **Utilities**   + **The Website Link**   + **Included Items – Found on Iowa Realty**   + **Style of Home** | **16** |  |
| 3 Pictures of Other Views of the Home and Text Box to describe the image   * Need to use 3 Different Styles * Text Wrapping | **6** |  |
| Tables – Include at Least Two Tables, and for each:   * Demonstrate the Use of Alignment Tools * Demonstrate the Use of Table Styles * Demonstrate the Use of Merged Cells | **6** |  |

|  |  |  |
| --- | --- | --- |
| Page Border   * Use a page border on the Inside Pages * Must Apply to ONLY the inside. | **2** |  |
| Paragraph or Text Border   * Use at least one paragraph and one text border within the Brochure | **2** |  |
| Shading **3** different areas, at **least** both areas listed below   * Paragraph * Text | **6** |  |
| Insert a Footer – Text will read **“Iowa Realty”** | **2** |  |
| Demonstrates the use of Bullets or Line Numbers | **3** |  |
| Demonstrates the use of Font’s **(At least 3 Styles)** | **3** |  |
| Demonstrates the use of Bold, Italicized, and Underline | **3** |  |
| Demonstrates the use of Sizes **(At least 3 Sizes)** | **3** |  |
| Demonstrates the use of Font Colors **(At least 3 Colors)** | **3** |  |
| Demonstrate the use of Word Art   * 2 types of Word Art Used | **4** |  | |
| Your Contact Info and Picture – Pretending you are the Realtor | **2** |  |
| Spelling, Grammar, and Punctuation Errors | **10 – 2 or less**  **5 – 6 or fewer**  **1 – 10 or more** |  |
| Reference List – Where you got the photos and information – Place on a separate page | **3** |  |
| **Business Card–** Include your Realty Name, your contact information, and logo for the Realty Agency. | **5** |  |